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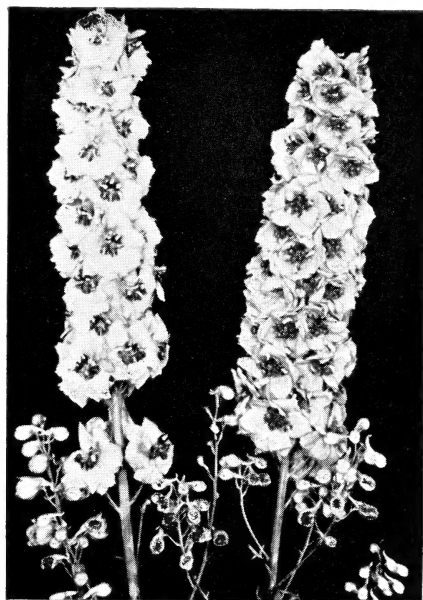
Novelties

for

1942

**The William Macdonald
Seed Company**

California's Best Flower
NOVELTIES
for
1941-42



Delphinium

ORIGINATED AND INTRODUCED BY

The

WILLIAM MACDONALD SEED CO.

EXCLUSIVE FLOWER SEED GROWERS

SANTA MARIA

/

/

/

/

CALIFORNIA



This photo shows part of our Dahlia Flowered Zinnia acreage in full bloom. Careful stock seed selection and Trial Ground breeding are necessary to keep this strain large flowered and true to type, as illustrated in our field photograph.



This is a threshing scene on one of our ranches, and a common one in the Fall. It shows the actual threshing of a Hybrid Petunia variety by one of our special machines, after the plants have been hand cut and spread on sheets to dry. The final cleaning separation will be made by our warehouse cleaners.

Direct from our ten acre Trial Ground, we are proud to present as fine a group of Flower Novelties, as it is possible to select for Seedsmen's catalogs in the Spring season of 1942.

Every gardener likes to try something different and we believe you can answer their desire with one of these outstanding Novelties. We can truthfully say that none of our 1942 Novelties have ever been entered in a competitive trial — yet they are the cream of our extensive Trial Ground Selections, and we challenge any to equal them.

For the convenience of catalog Seedsmen, we are pleased to offer a good selection of black and white photos or mounted electros — also nickletypes of the color plates are available, which we will be glad to quote upon request.

Be "Novelty" conscious this year. Order your share of "California's Best" Flower Novelties early and cash in on these long profit items.

EARLY SPENCER SWEET PEAS

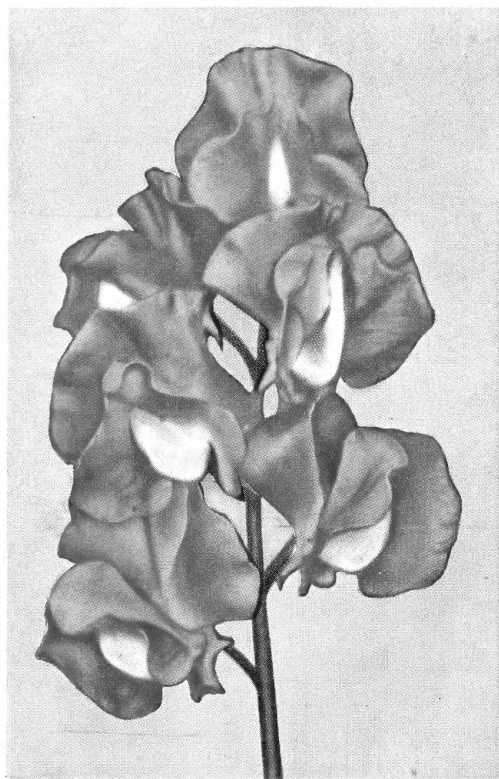
"MISS LIBERTY"

An outspoken champion for vividness in Sweet Peas, "Miss Liberty" reigns queen of the 1942 Novelties in a flashing rose-carmine robe. Immense flowers, fearlessly displayed on pencil stems and arrayed in this sparkling carmine hue, are indeed a brilliant sight and capable of stirring even the most indifferent to words of praise.

"Miss Liberty" presents the striking contrast of a pure white keel against the solid rose-carmine background of standard and wings. This contrast of red and white brings out to excellent advantage the delicate moulding of each individual flower—even when closely bunched in a large table-center arrangement.

Field and trial ground notes on "Miss Liberty" show it to be a very vigorous producer, with four flowers to a stem. The average bloom measures 2½ inches across its standard and is 1½ inches deep. "Miss Liberty" is a color between American Beauty and Vivian, bettering both in size of flower and length of stem. R. H. S. Color Chart 25/1 to 27/1.

Price per oz. 1.00 Per lb. 10.00.



Sweet Pea "Miss Liberty"

"COQUETTE"

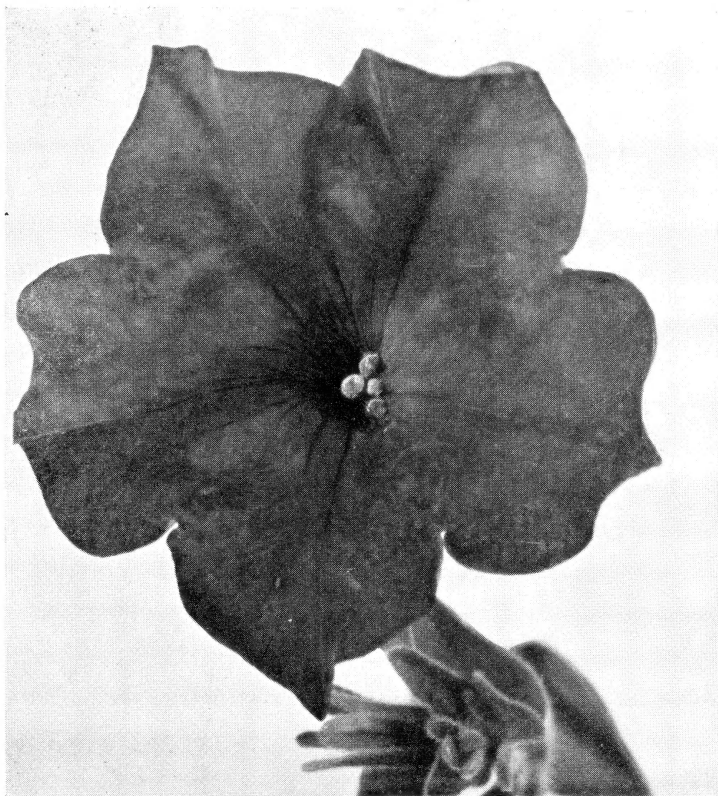
Never has a Sweet Pea's name fitted it better than "**Coquette**" does this new coral pink Novelty. It is elegant in form, with delicate amber and salmon shadings on duplexed flowers, that will intrigue and captivate the hearts of all admirers.

Our trial ground experience with "**Coquette**" show it to be a vigorous grower and capable of flowering over an unusually long period—and able to throw large flowers on good stems throughout this time.

Its solid self color tones carry enough depth to be very effective under winter greenhouse conditions in the East, as numerous trials have indicated. "**Coquette**" is a gorgeous sight when used in bouquet or corsage work, as its salmon pink and coral colorings blend exquisitely with any pastel tinted gown.

In comparison to Daphne, "**Coquette**" is much deeper. Flowers are large and semi-duplexed or ruffled. Stems are firm and predominantly carry four blooms. R. H. S. Color Chart 621 shading to 19/1.

Prize per oz. 1.00 Per lb. 10.00



PETUNIA HYBRIDA "MARS"

"Mars" will be the deepest crimson and largest flowered sort in the whole Hybrida Petunia group.

Its color is a deep, yet lively velvety crimson and it is selfed right to the throat. There is no comparison between Mars and General Dodds; as **"Mars"** is several shades deeper and produces flowers half again larger. It can best be compared with Flaming Velvet.

"Mars" is a deeper crimson than flaming Velvet, comes true to type and color, and is a larger flowered Petunia. It is unusual to find a three inch flower in the Hybrida group, yet that is average in **"Mars."**

Here is a color that can hold its own anywhere and one that will be particularly outstanding for bedding and mass effect work.

Price per oz. 3.20 Per lb. 40.00



DIMORPHOTHECA DOUBLE HYBRIDS MIXED

It is indeed a pleasure to offer this new double strain in the very popular African Daisy group. Our presentation of this double crested novelty culminates years of Trial Ground selection and hybridization. We make bold to say, it will prove to be the most outstanding novelty for 1942.

Our Double Hybrids Mixture range in color from a deep salmon orange to white—with many lemon and biscuit shades. A plant measures about 14 inches in diameter and grows 8 inches tall. Individual flowers average $1\frac{1}{4}$ inches and have a one-inch crested center.

Unlike the ordinary *Aurantiaca* strains which have a comparatively short flowering period, our new Double Hybrids will stay in bloom twice as long—in fact they show color in our Trial Ground from the time they are a few inches high until we disk them under in the late Fall. We would class this double daisy as a half-hardy annual; and it is definitely a flower to withstand hot summer weather, as the species is a native of Africa.

Each plant is a mass of flowers throughout the summer and all come in bloom quite early. A few of them scattered in a bed will add color to any garden. This new strain produces approximately 65% double crested plants, with an additional percentage of semi-doubles.

Seed of our Double Hybrids is similar to the African Daisies, and a pound will completely fill a 12x17 inch cotton bag.

Price per ounce 5.00

ANTIRRHINUM MAJUS GRAND. RUST RESISTANT

"REVEILLE"

Softly tinted by the golden rays of an early sunrise, **"Reveille"** carries these rich yellow tones right to the tip of each mammoth flowered spike. This gorgeous new Snapdragon grows to a height of 22 inches and has a symmetrical base-branching habit — each plant producing ten huge spikes of florets.

"Reveille" is colored a deep luminous yellow, with the upper lip of each floret toning to a lighter lemon yellow. Its individual florets are unusually large and are tightly grouped on the spike. Stems of these florets will measure better than three inches deep and 8 to 10 inches long, carried on 22 inch spikes.

"Reveille" is strongly Rust Resistant and is heartily recommended for both Florist and Home Gardener. It is a "true to type" Snapdragon and one fit for your most discriminating trade.

Price per oz. 3.20 Per lb. 40.00

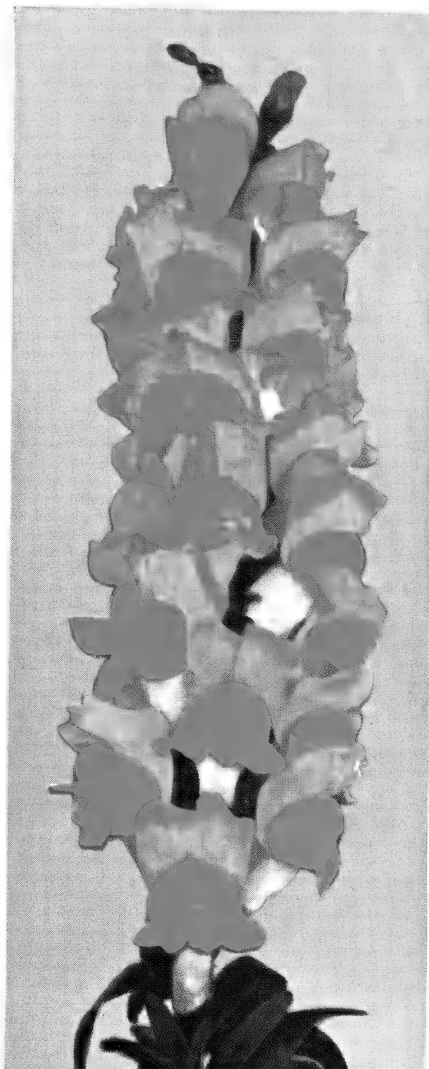
VERBENA HYBRIDA GRANDI- FLORA "ANNAPOLIS BLUE"

The mid-blue colorings of our novelty Verbena **"Annapolis Blue"** are several tones lighter than a navy or dark blue. It is the first true mid-blue Verbena, without any tendency to have a purple cast to the florets.

"Annapolis Blue" is a husky growing Verbena with large trusses of 3 inch flowers. Its habit is spreading and the large groups of florets stand semi-erect on 15 inch stems. Shades from light to dark mid-blue are found on a single flower, which blend beautifully to make a deep belladonna blue. Being such a strong grower, **"Annapolis Blue"** is outstanding for the home gardener; however, we believe it will be most appreciated by Florists, who have long hoped for a true mid-blue color in a forcing Verbena.

It is indeed a pleasure to introduce this fine mid-blue Verbena as a Novelty for 1942, and we are confident that its size and colorings will immediately win it a host of friends among Florists and Home Gardeners.

Price per oz. 3.00 Per lb. 35.00



Antirrhinum "Reveille"



Cosmos Peerless "Pink Lady"

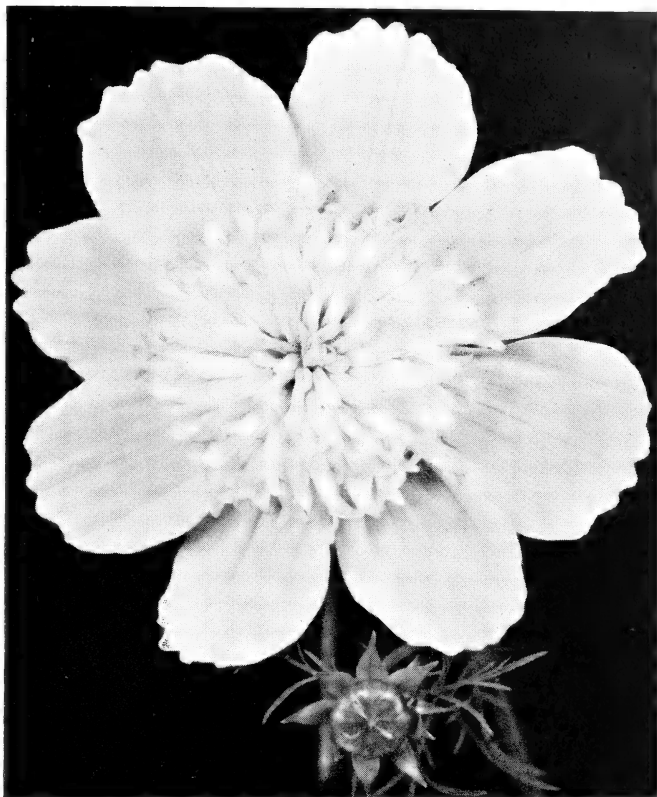
COSMOS DOUBLE PEERLESS TYPE "PINK LADY" AND "WHITE CLOUD"

It is a pleasure to announce that separate colors are now available in the "Double Sensation" type Cosmos, which we are calling "**Peerless Pink Lady**" and "**Peerless White Cloud**." Since the introduction of our popular Double Sensation Mixture three years ago, we have had numerous requests for these two colors, and we are indeed happy to offer them now as Novelties.

These two "Peerless" varieties are extra early flowering and have the mammoth Sensation type form of flower, which will average between 4 and 5 inches in diameter. In our field, the plants grow about 38 inches tall and have a multitude of 15 inch stems for cutting. Each plant is a heavy producer of flowers, with thrifty foliage, and will continue flowering over a very long period.

As the color illustration of "**Pink Lady**" shows, two forms of double flowers are found in this strain. We call the upper bloom the "fluted" type and the lower is an improved "crested" type—which will produce a two-inch crested center. It is also interesting to note that the fluted type flower is a deeper shade of pink than the crested ones.

(Continued on next page)



Cosmos Peerless "White Cloud"

"White Cloud" is a beautiful soft velvet white—and is especially outstanding for Florists. **"Pink Lady"** is a delicate salmon pink, similar to the single Sensation Pinkie. Our Trial Ground test plots of these novelties show them producing approximately 65% double—which is an unusual high percentage for Cosmos.

Royalty in Cosmos is indeed portrayed by these two Peerless type selections. They are unsurpassed as an easy to grow annual for the home gardener, and should attract considerable attention as a Florist cut flower in this popular Sensation strain of Cosmos.

Price each per ounce 5.00

COSMOS PEERLESS TYPE MIXED

Successor to our Double Sensation Mixture—this Peerless Mixed contains both of the above separate colors and also a dark crimson selection. This fine blend is similar in habit and other flowering characteristics to both **"Pink Lady"** and **"White Cloud."**

Price per oz. 2.50 Per lb. 30.00

MARIGOLD "SUPER" HARMONY TYPES

"ORBIT SUPREME"



"Orbit Supreme"

In line with our constant efforts to produce better Flower Seed strains, we are happy to announce two new "Super" Harmony Type Marigold varieties.

"Orbit Supreme" has flowers measuring between 2½ and 3 inches, each having a tightly quilled golden-yellow center and a single outside row of red guard petals. These flowers make a perfect ball effect that is 2 inches thick, with light brown dots showing on the tips of the quilled center petals. They will more than double the size of flowers found on ordinary Harmony.

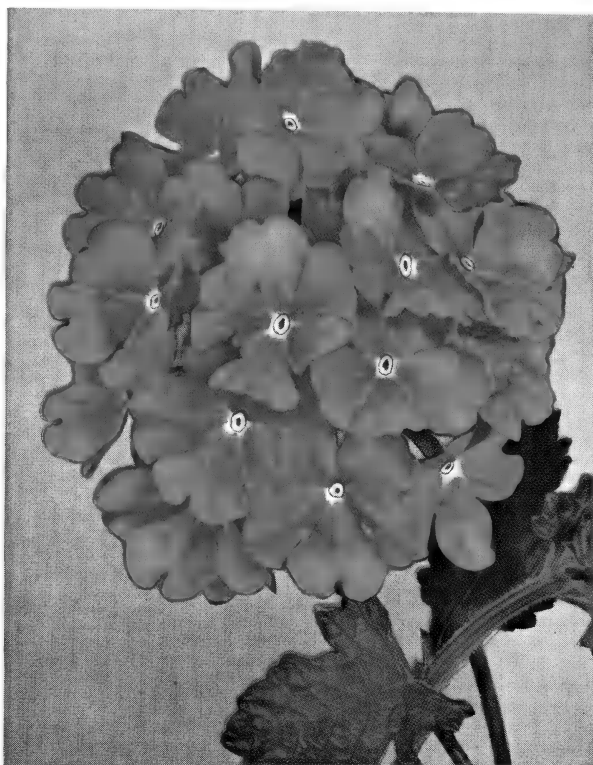
"Orbit Supreme" produces a typical Dwarf French plant, being 24 inches in height and very floriferous. A natural bedding variety, this "Super" Marigold is also fine for cutting, as its 15 inch stems of flowers will last for days in water. It is 100% true to type and color—you can list it in your catalog with the assurance of complete customer satisfaction.

Price per oz. 2.50 Per lb. 30.00

"GOLDEN SUPREME"

Similar in flowering habit, but with pure golden-yellow selfed flowers, "Golden Supreme" is a vastly improved version of our Golden Harmony. Plants grow about 20 inches high and are very floriferous. 100% true to type and color.

Price per oz. 2.50 Per lb. 30.00



Verbena "Spitfire"

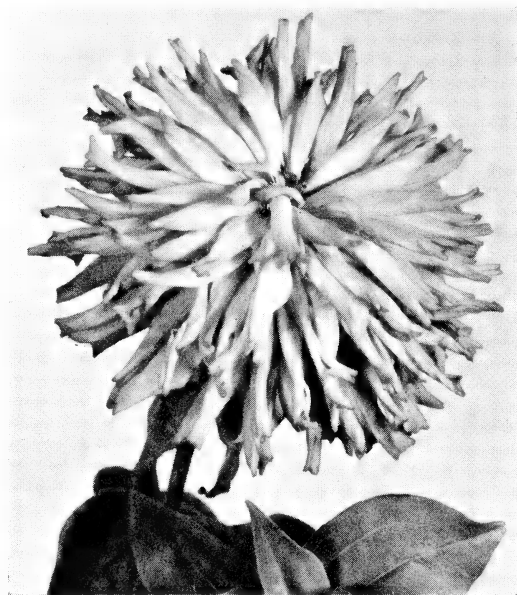
VERBENA HYBRIDA GRANDIFLORA "SPITFIRE"

Ever on the alert and ready with a staccato burst for freedom, the **"Spitfire"** is a champion of democracy and will forever be synonymous with the titanic overseas struggle.

Our new Verbena is the personification of a **"Spitfire"** in action — radiating its defiance in deep scarlet-rose colors, that are carried on mammoth $3\frac{1}{2}$ in flowers. The plants have a vigorous habit of growth, measuring 25 to 30 inches in diameter, with each stem of florets standing semi-erect.

Here is a Verbena to raise the morale of both Home Gardener and Florist, as each plant bears 10 to 12 stems that are fifteen inches long, and can readily be used for bedding and cutting. **"Spitfire"** is a strong scarlet-rose self, that shows only a trace of an eye in the center of each floret. It is 100% true to type, and is perhaps the liveliest color in the Grandiflora Verbena group.

Price per oz. 3.00 Per lb. 35.00



ZINNIA CACTUS FLOWERED GIANTS

With flowers that closely resemble those found on the beautiful night flowering Cactus *Selenicereus*, our new **Cactus Flowered Giant Zinnia** is a vast improvement over the older Fantasy strain.

As our photo shows, this type of flower is quite informal and makes a gorgeous table decoration. Its long petals are quilled, curled, and pointed — with no center showing. It will average between 4 and 4½ inches across, and each flower is over 2 inches deep.

These **Cactus Flowered Giants** have been Trial Ground selected for the past six years and now come almost 95% true to type, with about 5% singles. An unusually wide range of colors are available, including all of the following: Red, Yellow, Lavender, Orange, Pink, Bronze, Rose, Buff, and Salmon. We believe it contains more colors than any other Zinnia mixture.

Zinnias are perhaps the most universally popular of all garden flowers. These new Cactus Flowered Giants should be included in every Home Gardener's collection, as they make a most dainty cut-flower, or as the case may be, an outstanding bedding annual to brighten any garden.

Price per oz. 2.50 Per lb. 30.00



Dwarf Salpiglossis

Top: Velvety Crimson

Left: Scarlet and Gold

Right: Golden Yellow

Mid-Blue and Silver

Golden Rose

SALPIGLOSSIS DWARF LARGE FLOWERED

"GOLDEN YELLOW"

"Golden Yellow" is a true self color and is quite mammoth flowered. Plants average about 30 inches in height and are uniformly even in growth, with the flowers formed in sprays at the top. All Salpiglossis thrive where the weather is hot and dry—and this is one of the few annuals that will continue flowering through an Eastern heat wave. We confidently recommend this new Dwarf "Golden Yellow" variety for your best retail trade.

"GOLDEN ROSE"

"Golden Rose" is one of the more attractive new colors in Salpiglossis—having a definite brightness, yet not being in the gaudy class. It has a deep velvet rose base color, with veinings and stripes of golden yellow. Large flowers are typical of Dwarf "Golden Rose" and they measure $2\frac{3}{4}$ inches across on an average. Its height is uniform and will run about 30 inches. This is a "must" variety for every home gardener who enjoys the brilliant kaleidoscopic colorings of Salpiglossis.

Above two Novelties:

Price per oz. 1.60 Per lb. 20.00

LARKSPUR EMPRESS TYPE



Larkspur "Rose Bud"

"ROSE BUD"

This new group of "Empress" type Larkspur was started as an exclusive home gardening strain—as the plants are bushy, semi-dwarf in habit and require no stakes or support for their heavy trusses of florets.

"Rose Bud" is a deep salmon pink color and has extremely double flowers, larger than those found on most Florist varieties. It is base branching in habit and produces long stems of florets for cutting. Height will average between 33 and 36 inches. Each plant is a closely compact mass of flowers . . . excellently suited for border and background work. This is an ideal strain for the average home gardener, as a few plants will greatly enhance the beauty of her garden and easily provide an ample supply of cut flowers.

Price per oz. 1.25 Per lb. 15.00

EARLY SPENCER SWEET PEAS

"FIESTA"

Calling to mind the gaudy and gay costumes found at a hilarious California fiesta, the brilliant orange-cerise hues of our novel Sweet Pea "**Fiesta**" bid fair to outstrip all other varieties in this color class. That "**Fiesta**" is a riot of color under all growing conditions, has been proven in numerous greenhouse and outside trials. It is definitely sunproof and another of the new large flowered orange types.

"**Fiesta**" is a strong self color and almost deep enough to be an orange-scarlet. Its broad standard and spreading wings shimmer with spangles of golden-orange that catch and reflect the sun's rays. Vigorous and rank growth are closely associated with this outstanding 1942 Novelty, which produces a preponderance of four blossoms on long heavy stems. R. H. S. Color Chart 721/1.

Price per oz. 1.00 Per lb. 10.00

"RHAPSODY"

Here is a new rose-lavender Sweet Pea that we believe will soon carve a niche for itself among the Florist favorites. Husky stems and good free blooming growth are typical of this Novelty, as are large bold-faced flowers carried four to a stem.

"**Rhapsody**" has a deep lavender base color that is enhanced and enlivened by dainty rose-pink tints. In the evening under artificial lighting, "**Rhapsody**" shows off at its best and seems much livelier than other lavenders.

Each flower has a broad 2½ inch standard, similar in form to our Princess Blue variety. In comparison to Memory, "**Rhapsody**" has a greater depth of color and produces larger flowers on heavier stems. It is several shades deeper than Harmony and in addition has orchid or Cattleya tones blended with the lavender. R. H. S. Color Chart 35/2.

Price per oz. 1.00 Per lb. 10.00

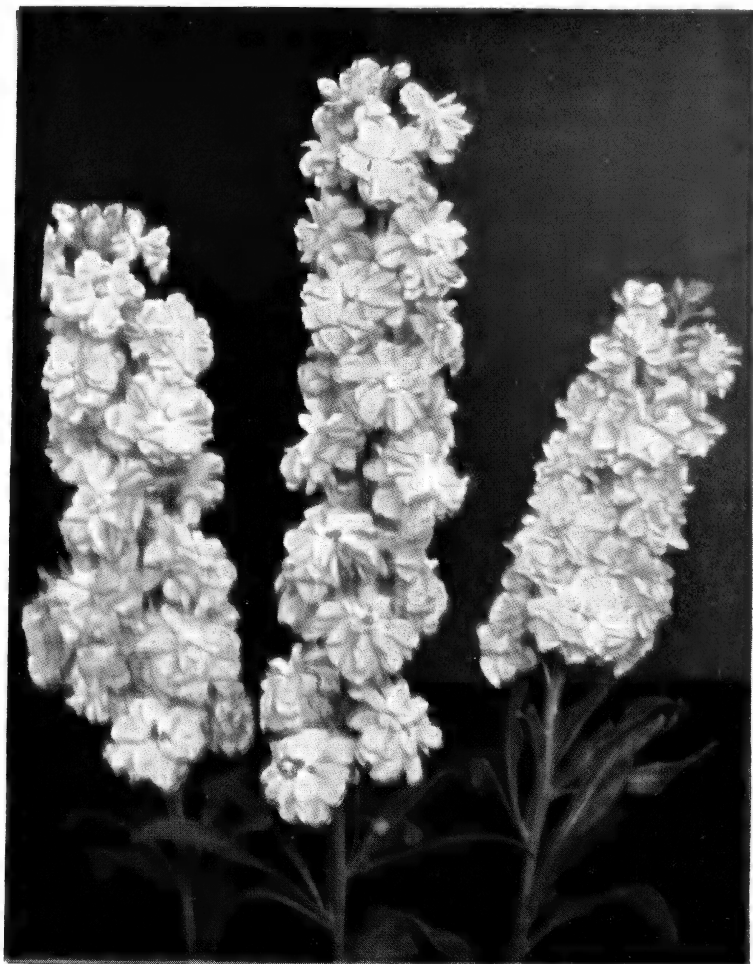
Reviewing . . .

Recent Novelties introduced by
ourselves and other Flower Seed
Growers.



Dimorphotheca Double Hybrids

(Description on page six)



Stock Rose Standish

STOCK EARLY COLONIAL BRANCHING

"ROSE STANDISH"

This Early Colonial Stock does not produce a center spike, so therefore requires no pinching to make it branch. From the base of each plant, eight to ten heavy thirty-inch branches spread out and produce a plant twenty inches in diameter. Large two inch florets are typical of this new strain and they form clusters or spikes fifteen inches long. Doubles percentage will average better than 70%.

Since the introduction of this new branching type Stock, we have had many inquiries for a rose with this same flowering habit. It is now our pleasure to offer "**Rose Standish**," a large flowered bright rose, in the Early Colonial type. "**Rose Standish**" is a fine color for cutting and one that shows off to advantage under artificial light. We predict a brilliant future for this exclusive branching style of stock.

Price per oz. 2.40 Per lb. 30.00

ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT

"DUBARRY"

Gaudy as its name would imply "DuBarry" introduces an exciting new color into the ranks of Rust Resistant bedding Antirrhinums.

"DuBarry" is a flaming salmon-rose, with gold shadings that serve to heighten its intensity. This is a solid self color of great brilliance that covers each floret completely, excepting for a golden yellow spot found on the lower lip. Similar in habit to Amber and Gold, "DuBarry" reaches a height of 18 inches and produces compact base branching plants. It is indeed a gorgeous sight when planted *en masse* in a bed!

Both as a cut flower and for bedding, we feel certain that "DuBarry" will go far in furthering the growing popularity of Rust Resistant Antirrhinum strains.

Price per oz. 1.60 Per lb. 20.00

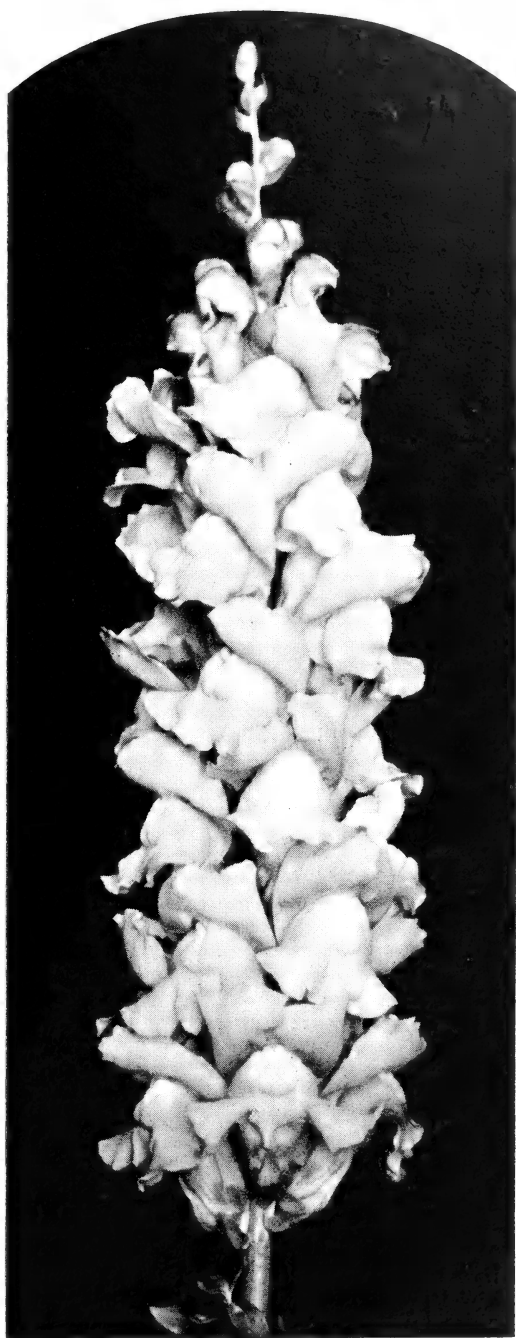
PETUNIA HYBRIDA NANA ERECTA

"SNOW WHITE"

As good white Petunias are seldom seen in the Hybrida groups, there seems to be a definite spot for "Snow White." Compact plants covered with dozens of pure white flowers, would really be an unimaginative description of "Snow White." Its habit is very dwarf and each plant is a mass of large yellow throated paper white flowers.

"Snow White" does not have the so-called "dirty" throat usually so prominent on white Hybrida Petunias. Its compact floriferous habit admirably suits border and pot plant requirements. We confidently recommend "Snow White" for all who demand a good compact white Petunia.

Price per oz. 1.00 Per lb. 12.00





Petunia Glow

PETUNIA NANA COMPACTA "GLOW"

SILVER MEDAL



1938

"Glow" is a dwarf, compact ball-shaped variety, of the Hybrida Nana Compacta type. It is colored a bright rose-red, with a lighter colored throat. It is very free flowering throughout its growing season and retains the same rich coloring. A fine variety for garden and commercial use.

Price per oz. 5.00 Per lb. 70.00

PETUNIA NANA COMPACTA "TOPAZ QUEEN"

Here is a fine new glowing scarlet-rose Petunia. Its habit is very dwarf and compact, with a multitude of these fiery flowers. Excellent for bedding, as its large flowers will make a brilliant showing.

Price per oz. 3.60 Per lb. 45.00



Verbena Dwarf White Ball



Poppy Iceland Pastel Tints

VERBENA HYBRIDA DWARF COMPACT "WHITE BALL"

Imagine a petite plant growing only 7 inches high, with a score or more of stiff erect branches each bearing three to five heads of 2 inch florets. That is the attractive picture "**White Ball**" presents when in full bloom. Each plant has a very closely compact habit and short stems that grow upright. Its height will hardly vary an inch in a whole acre's planting and there is not a color rogue to be found.

"**White Ball**" is especially well suited for border work, or as the case may be—for planting solid in beds. It is the white version of Fireball and a worthy addition to this Dwarf Erect class.

Price per oz. 1.60 Per lb. 20.00

POPPY ICELAND PASTEL TINTS

Picked in the bud and placed in water over night, few flowers are as dainty for table decoration as a dozen stems of softly tinted Iceland Poppies.

"**Pastel Tints**" represents years of careful breeding for size and color tones in this fine perennial cut flower. Its flowers equal Sanford's Giants in size and present daintily ruffled edgings. Having a complete color range that is harmoniously balanced, "**Pastel Tints**" includes a blend of the following soft shades: pinks, salmon pinks, oranges, golden yellows, lemons, biscuits, and a small percentage of whites.

"**Pastel Tints**" is the most colorful and largest flowered blend we have seen in an Iceland Poppy. This superiority was immediately apparent when checking against other commercial strains in our Trial Ground. We confidently recommend "**Pastel Tints**" for your most critical trade.

Price per oz. 1.60 Per lb. 20.00

LARKSPUR EMPRESS "SHELL PINK"



"Empress" is the variety name and "Shell Pink" the color of our new half-dwarf Larkspur strain. Similar in habit to Apple blossom, "Empress Shell Pink" makes bushy compact growth and is sturdy enough to carry its heavy masses of flowers without support.

"Shell Pink" grows to a height of 36 inches in our field, yet still retains that essential graceful appearance always associated with Larkspurs. Short lateral branches bearing scores of large double florets enable this novelty to be used for cutting; however, it is best suited for borders or mass work and will become most popular with the home gardener when used in this capacity. Each individual flower is a deep shell pink color and closely spaced on a long spike of florets.

Price per oz. .40 Per lb. 5.00

MARIGOLD DWARF HARMONY TYPE "SUN-BEAM"

Fortunately "Sun-Beam" is not just an ordinary Marigold, so to speak, but is included in the popular new quilled or Scabious flowered class. "Sun-Beam" blooms early in all latitudes and is a prolific pro-

ducer of tightly quilled golden-orange flowers. From petal to petal, each floret will average about 1½ inches in diameter. The guard petals show small brown flakes at their base, which makes an exceedingly attractive combination with the bright golden-orange tones.

Individual plants of "Sun-Beam" grow 15 inches high and are 20 inches in diameter. As an early bedding Marigold, "Sun-Beam" is unequalled and is only surpassed by the Tagetes in its flowering ability. Striking uniformity of growth herald "Sun-Beam's" immediate popularity for border and bedding plantings.

Price per oz. .40 Per lb. 5.00

ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT "RUBY"

"Ruby" is a bright velvety carmine-crimson color. Its florets are bold faced and form large tapering spikes excellent for cutting. Habit and height are typical of the Nanum Grand. group, as "Ruby" grows 18 to 20 inches tall and produces plants with base branching characteristics. "Ruby" is a much brighter color than Garnet, as it has carmine tones in its make-up.

Our field planting of "Ruby" showed great uniformity, which is the first requirement of a top-notch bedding Snap.

Price per oz. 1.60 Per lb. 20.00



Salpiglossis Red Star Chamois

SALPIGLOSSIS DWARF LARGE FLOWERED "RED STAR CHAMOIS"

Few descriptions have ever lifted a new flower variety better than "**Red Star Chamois**" does this new Dwarf Salpiglossis. Its color is a light chamois with wide red stripes, spreading star like from a golden yellow throat. Being an entirely new color combination in Salpiglossis, "**Red Star Chamois**" is sure of prompt acceptance from even the most skeptical gardener. Height will average about 33 inches and habit is typical of the Dwarf Salpiglossis.

"VELVETY VIOLET"

"**Velvety Violet**" has perhaps the most uniform dwarf habit of any color in this new strain. All plants average about 27 inches in height. Its flowers are a solid deep violet right to the base of the throat and have such fine texture that they show a velvet sheen. Clusters of large flowers at the head of each plant admirably suit them for bedding work.

"BLUE AND SILVER"

Here is another new color for the Salpiglossis family. Instead of the usual gold markings, this fine novelty sets off its deep mid-blue color with silver veins. At the base of its throat each flower is a glistening gold color, which serves to enhance the shimmering markings of its open face. As Salpiglossis is a half-hardy annual, it can be planted early and will last until the middle of summer.

Each of three Novelties

Price per oz. .80

Per lb. 10.00



Marigold Little Giants

MARIGOLD DWARF AFRICAN "LITTLE GIANTS ORANGE"

"Little Giants Orange" is very closely compact in habit and its stems are short and firm. Each plant grows to a height of about 15 inches and has glistening dark bluish green foliage.

We especially recommend "Little Giants Orange" for bedding and potted plants, as it will bloom a head of twenty-five large 4 inch flowers all at the same time. Both Carnation and Fistulosa type flowers are found on this fine introduction.

Price per oz. 1.00 Per lb. 12.50

"LITTLE GIANTS MIXED"

Compact little plants growing to a height of 15 inches. Very floriferous. Fine for borders and bedding. Colors range from lemon to orange, with many shades of each.

Price per oz. .80 Per lb. 10.00

MARIGOLD MISSION GIANT "GOLDSMITH"

BRONZE MEDAL



1941

"Goldsmith" is a rich golden orange color. The Mission Giants strain grow about 18 inches high, are base branching, and produce 8 to 12 stems of excellent cutting length.

Each bloom measures from 4 to 5 inches across and is of the incurved Chrysanthemum type. "Goldsmith" produces perfect ball shaped flowers that are hard and firm, making them excellent for shipping.

Price per oz. 1.20 Per lb. 15.00



Zinnia Howard's Crested

ZINNIA HOWARD'S GIANT CRESTED

This is a new and vastly improved strain of the Scabious Flowered Zinnia. Its blossoms average 4 inches in diameter, with a full rounded cushiony center surrounded by broad guard petals after the style of a Pyrethrum Roseum. The colors included in the strain are charmingly bright and fresh, and contain almost all known colors and shades of color to be found in this most popular of annual plants. Magnificent shades of orange, orange scarlet, yellow, rose, maize and crimson predominate.

Our field planting shows this Zinnia to be about 70% true to type, and we strongly recommend it as an outstanding cut-flower for the home gardener. Each flower will average 4 inches across and is 2½ to 3 inches deep. We found this Zinnia to be a vast improvement over its other prototypes and entirely deserving of all seedsmen's attention.

Price per oz. 1.20 Per lb. 15.00

ACROCLINIUM SENSATION GIANTS

This new strain of Acroclinium produces flowers half again larger than any of the older strains and grows 6 to 8 inches taller. Each flower is completely double and will average a good three inches across. Its colors range from medium rose to light pink shades.

"Acroclinium Sensation Giants" is a hardy early blooming annual that is also highly recommended for the home gardener. Picked in the bud and hung out to dry, they will last indefinitely and can be a source of enjoyment when few flowers are available.

Price per oz. .40 Per lb. 5.00

MARIGOLD DWARF HARMONY TYPE

"GOLDEN HARMONY"



Growing only to a height of 11 inches and being very compact in form, "Golden Harmony" is ideally fitted for both border and bedding purposes. Each flower is of the quilled scabious type and has a single row of broad guard petals on the outer edge. The color is a luminous golden yellow—both the quilled center and the guard petals hold to the same bright color.

"Golden Harmony" is very floriferous and is literally covered with hundreds of 2 inch flowers. It produces fully 100% double plants. The blooming period begins as early as the regular Harmony and we believe it will soon be as popular.

Price per oz. .25

Per lb. 3.00

PETUNIA MINIATURE NANA COMPACTA

"VIOLET GEM"

HONORABLE MENTION



1939

The plants are neat, dwarf, and compact. Its blooms are a rich violet blue color and literally cover the plant with a mass of flowers. An excellent item for borders, as the plants keep their compact shape throughout the season.

Price per oz. 2.00

Per lb. 25.00

PETUNIA HYB. NANA ERECTA "CREAM STAR"

SILVER MEDAL



1938

An early, free flowering type of Petunia, that grows very closely compact. Its color is a creamy-white, deepening to a golden yellow in the throat, and the flowers are shaped like a star. "Cream Star" is an excellent bedding variety.

Price per oz. 2.00

Per lb. 25.00

SCABIOSA IMPERIAL GIANTS "BLUE MOON"

HONORABLE MENTION



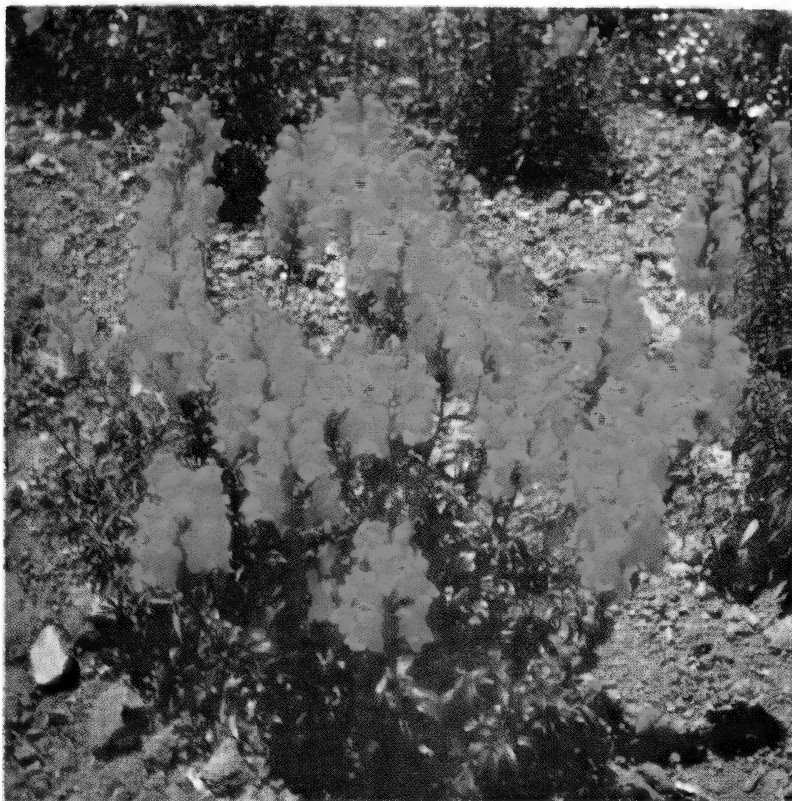
1941

"Blue Moon" is an extremely large flowered type of Scabiosa, and is full double without the usual "pincushion" center. It is colored an attractive shade of rich lavender blue. Each bloom is held firmly erect by long stout stems.

"Blue Moon" is upright in habit and ideal for cutting.

Price per oz. .60

Per lb. 8.00



Antirrhinum Amber and Gold

ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT

"AMBER AND GOLD"

Among many popular bedding annuals, the semi-dwarf or Nanum Grand type of Antirrhinum is perhaps the choicest for general cultivation. A mass planting of "**Amber and Gold**" makes an immediate impression; it is uniformly the same height and glistens with a pleasing suffusion of pastel colorings.

Buds of "**Amber and Gold**" first appear as a soft rose pink. As the spikes open to full bloom they show florets with full golden yellow lips, and hoods of golden amber—with the same rich amber blend on their lower face. The throat or tube of each floret is a soft shade of rose-pink and serves to enliven their deep golden amber tones.

"**Amber and Gold**" grows 18 inches tall and produces plants with ten and twelve sturdy base-branching spikes. This is the true upright habit and each spike is as long as the plant is tall. Clusters of well spaced florets make these stems ideal for cutting.

As "**Amber and Gold**" is the first Rust Resistant terra-cotta color in this half-dwarf bedding class, it is without competition and should find an immediate market. We are proud to recommend it for all bedding purposes.

Price per oz. 2.00

Per lb. 25.00

PETUNIA HYBRIDA "RADIANCE"



Silver Medal 1941

"Radiance" is a brilliant, rich cerise-rose, with enough underlying salmon to remove the harshness commonly found in these bright colors. Its throat is a deep golden yellow. Plants are very floriferous and show color late in the season.

Price per oz. 2.00 Per lb. 25.00

MARIGOLD DWARF GIGANTEA

"POT O'GOLD"

Plants of "Pot O'Gold" are dwarf and compact, growing 12 to 15 inches in height. Its flowers are of the Gigantea type, with broad heavy petals gracefully overlapping, making a flower of great depth and beauty. Individual blooms are four inches across and the color is a most penetrating shade of bright deep golden orange. This is a very early flowering strain and an excellent bedding Marigold.

Price per oz. 1.60 Per lb. 20.00

MARIGOLD DWARF GIGANTEA

"GYPSY JEWELS"

Similar in growing and flowering habit to Pot O'Gold, "Gypsy Jewels" is a mixture containing a wide range of many brilliant colors. Oranges, golden yellows, lemon yellows, and primroses are included in this attractive blend. Fine for bedding and borders.

Price per oz. 1.20 Per lb. 15.00



Marigold Orbit

MARIGOLD HARMONY TYPE

"ORBIT"

"Orbit's" quilled center is colored a deep golden yellow, with a perfect background of reddish brown guard petals. It grows to a height of 11 inches, is very free flowering, and the compact little plants are excellent for border and bedding purposes.

Price per oz. .25 Per lb. 3.00



Petunia Maculata (Balcony Type)

PETUNIA BALCONY MACULATA HYBRIDA PENDULA

Most seedsmen recommend the Balcony type of Petunia as "tops" for mass effect plantings, window boxes, or any other use where vigorous growth and large flowers are apropos. In this popular bedding Petunia, there has long been a vacant spot awaiting the brilliant colorings of a red and white striped variety.

"**Maculata**" is large flowered and semi-ruffled. Its colorings are delicately toned from a pure white base to spots of deep rose-red on the outer fringe of each flower. Maculata has an open golden-yellow throat, with exquisite vein markings, spreading outwards to the edge of each flower, where they are suffused with gaudy rose-red stripes.

Seedsmen catering to home gardener and estate trade will especially benefit by our new introduction. After flowering it once, we predict the grower will rate "**Maculata**" as one of the best bedding varieties.

Price per oz. 3.20

Per lb. 40.00

GODETIA TALL DOUBLE GRANDIFLORA "CARMINE IMPROVED"

"Tall graceful plants, with racemes of double flowers showing a large carmine blotch spreading half-way outwards from the base of each petal." That is a field description of our new tall double Godetia.

In contrast to ordinary strains, "**Carmine Improved**" has a deeper and larger carmine spot. It grows perhaps only a fraction taller, but throws more fully double flowers. Another interesting characteristic is that most of the flowers bloom at the head of the stem and will last longer before dropping. "**Carmine Improved**" makes a very showy border background and is an excellent cut flower.

Price per oz. .40

Per lb. 5.00



